



POSITION DESCRIPTION

Department: College of Business Administration (CoBA)
Working Title: Administrative Support Assistant
Job Code: 1032
Time Base: 1.0
Position Number: 00000329
Union / Unit: CSUEU/Unit 7

Position Reports To: Associate Dean
Classification: Administrative Support Assistant II
Range Code: 2
Exempt or Non-Exempt: Non-Exempt
Last Update: 04/29/2024

PURPOSE OF POSITION:

Under direction of the Associate Dean and Lead Direction of the Associate Director of MBA Programs, the Administrative Support Assistant (ASA) handles a full range of administrative functions to support key staff members in the College of Business Administration (CoBA) and MBA operations. This position supports and assists in the coordination of administrative processes for CoBA key staff, Dean’s Office, campus community, and the general public. The Administrative Support Assistant provides administrative support to the graduate programs in CoBA, including recruiting, operations, marketing, and student advising. This position supports and assists the Associate Director of MBA Programs, MBA Program Faculty Coordinator, Graduate Curriculum Committee, faculty, and Associate Dean of the College of Business. The ASA provides support for various functions, assists with new program initiatives, provides general information to prospective MBA students, and addresses individual questions from students regarding program and application/admission processes. Assists in the active recruitment and with prospective students who visit the campus or attend recruiting events. Keeps track of the MBA’s office CRM for prospective students and keeps it up to date. Process requisitions, Procard purchases, travel claims, tracking expenditures, producing reports, and organizing databases. Additionally, the ASA plays a role in marketing initiatives, preparing materials, and contributing to digital content to support CoBA’s strategic outreach.

MAJOR RESPONSIBILITIES:	<u>%OF TIME</u>
Administrative and clerical support for MBA Programs	40%
Student Services and Academic Advising Support	10%
MBA Event Planning and Support	10%
MBA Marketing and CRM Support	40%

Administrative and Clerical Support for MBA Programs

- Provide general administrative support for the MBA programs
- Reviews student applications and prepare application packets for the admissions committee.
- Coordinate reporting data – GMAC surveys, MBA lists, CMR Data, Marketing Data, etc.
- Assist to apply CSU Executive Orders and University policies and procedures to all student documentation turned in to the Dean’s Office, including late enrollment petitions, withdrawal petitions, reinstatement petitions, and repeat-limit exception petitions, as well as any other student petitions or issues that require special consideration.
- Investigate and assists in seeking solutions to problems presented by faculty, staff, and administrators.
- Attend the college graduate curriculum committee meetings and work with the committee chair on agendas and minutes.
- Assist with MBA scholarship and awards.
- Updates & maintain prospective student database/directory. Utilizes the CRM system to produce data & communicate with prospective students and applicants.
- Maintains supplies for and upkeep of the MBA Coffee Room.
- Creates information session packets.
- Maintains inventory of supplies; reordering when necessary.
- Assist in improving office workflow and procedures.
- At the direction of the Associate Director of MBA Program assist with clerical administrative support functions, on an as-needed basis, including:
 - i. coordination of all administrative aspects of faculty searches;
 - ii. inputting academic schedules into PeopleSoft;
 - iii. coordinating new faculty members’ access to keys, office access, parking passes, IITS access;
 - iv. scheduling of rooms for events, including faculty meetings.

- Processes documents and records; gathers data; prepares standard reports; enters and maintains databases.
- Schedules appointments and reserves rooms.
- Orders audio/video equipment as needed.
- Processes purchase requisitions.
- Coordinates with other work groups to gather information or solve problems.
- Sort and deliver mail; performs bulk mailings.
- Develop and maintain office files.
- May train or provide assistance to others in work processes and procedures.
- Reviews and processes all student admission paperwork.
- Assist faculty, staff, students, and campus departments regarding the MBA Programs.
- Notifies faculty of student situations and provides assistant resolve academic matters; completes follow-up analysis to ensure student success through graduation.
- Updates & maintain prospective student database/directory.
- Answers prospective student questions and follow up with them periodically.

Student Services and Academic Advising Support:

- Advise students regarding various campus policies and procedures related to the student experience and student needs (Course Withdrawal; Late Add; Reinstatement, Catalog Rights, Unit limit policy; etc.)
- Access appropriate student information data bases to answer general to mid-level complex student questions
- Assist students in the interpretation of course records and transcripts; assist students in explaining various petition processes for approval of alternative course work
- Participate in the delivery of services to newly admitted students.
- Present advising related information when called upon for specific University programs and/or events
- Work collaboratively with Associate Director and various campus stakeholders to ensure important and accurate information is maintained and is being accurately communicated by our front-line staff
- Work within the guidelines of the Family Educational Right to Privacy Act (FERPA) to ensure confidentiality of student information and student records
- Completes appropriate reimbursement forms (i.e. travel, petty cash, check requests), collecting receipts and pertinent information, and submit to appropriate accounting departments.
- Provides general information to students regarding college policies/procedures; handle basic student inquiries.

MBA Event Planning and Support

- Assists in planning event logistics: activities, guest speakers for the department, and participate in meetings as required.
- Attends and assists with the college graduate commencement, MBA orientations, MBA Info Sessions, and recruitment events.
- Communicate event registration, reminders, and information to speakers, guest, faculty, and staff.
- Prepares or assists with preparation of written documents such as flyers, newsletters, etc.
- Assists with special projects as needed.
- Assist with coordinating events including set up and breakdown.

MBA Marketing and CRM Support

- Assist with the transition from Zoho to Microsoft Dynamics CRM.
- Produce and edit alumni videos, including testimonial acquisition and follow-up.
- Assist with the implementation of marketing strategies to enhance program visibility.
- Create engaging content for social media, newsletters, and email campaigns.
- Design print and digital marketing materials.
- Optimize the CoBA website for search engines and track traffic flow.
- Collaborate with IITS and web teams to update keywords and website content.
- Monitor website analytics to inform marketing strategies.
- Assists with Marketing for photoshoots for advertisement
- Regularly update website content to reflect the latest program information, events, and SEO developments.
- Execute ongoing content audits to identify gaps and opportunities for SEO improvement, and align content creation with SEO goals.
- Conduct follow-up communications with alumni to maintain strong relationships and encourage ongoing engagement with the program.
- Assist with implementation of a content strategy for social media platforms, including regular posting and community management to increase brand awareness.
- Assist with the creation and distribution of marketing materials, ensuring brand consistency and message alignment across all channels.
- Assist with the automation and integration of marketing and administrative workflows within the CRM to increase operational efficiency.

PROVIDES LEAD DIRECTION OF OTHERS:

- Student Assistants as required.

REQUIREMENTS OF POSITION:

1. List education and experience required

- Three years of progressively responsible administrative support experience and responsibilities with knowledge of office methods, procedures, and practices; or an equivalent combination of education and experience.
- Preferences
 - i. Experience working with budgets
 - ii. Experience in event planning/coordination
 - iii. Experience working with software such as PeopleSoft, Learning Management Systems, Qualtrics
 - iv. Bachelor's degree
 - v. Experience in an academic setting

2. List additional knowledge, skills, and abilities required for this position.

- Proficiency in using office software packages, technology, and systems; working knowledge in PC computer platforms and basic programs (Word, Outlook, Excel, Access).
- Proficiency in using office software packages, technology, and systems
- Thorough mastery of English grammar, spelling, and punctuation in order to write letters and memos
- Experience independently initiating and drafting clear and concise final form memoranda and correspondence requiring selection of materials and references from a variety of sources
- Ability to project needs for office equipment and supplies
- Thorough knowledge of office systems and equipment, and ability to use a broader range of technology systems
- Experience using standard office equipment
- Ability to identify and solve standard problems and refer more complex problems to appropriate lead staff
- Proficiency in typing so that instructional materials can be processed in a timely manner
- Thorough, detailed knowledge of applicable university infrastructure, policies, and procedures
- Ability to independently identify appropriate applications of the university policies and procedures
- Ability to handle interpersonal interactions at all levels
- Ability to perform work independently under general direction related to goals of the program
- Strong organizational skills
- Working knowledge of budget policies and procedures
- Experience monitoring budget expenditures and advising of any problems developing in budget expenditures
- Experience performing business math, tracking financial data, and making simple projections
- Accountability for work flow and completion of work
- Experience coordinating processes involving various offices and individuals with diverse priorities
- Ability to learn the operations of an office as they relate to an academic environment
- Experience coordinating many tasks, prioritize and set deadlines, and complete all projects accordingly
- Ability to reschedule work assignments based on shifting priorities
- Ability to train co-workers and student assistants in clerical work
- Experience performing moderate to complex clerical work involving independent judgment, accuracy, and speed
- Ability to establish and maintain a cooperative working relationship with students, faculty, and staff
- Experience maintaining confidential files and keeping ledger and other records where appropriate
- Experience gathering and properly maintaining personal data on candidates being considered for appointment
- Ability to serve as member on interdepartmental meetings
- Ability to demonstrate an awareness and appreciation of the cultural diversity of the University community, establish and maintain cooperative and effective relations with students, University employees, student in general, and the public.
- Knowledge of PeopleSoft information system preferred.
- Experience with use of a CRM, preferably with Zoho and Microsoft Dynamics preferred.
- Strong video production skills, including filming and editing, for marketing purposes preferred.
- Knowledge of SEO best practices and experience in managing website content preferred.

3. List machines, tools, equipment, and motor vehicles used in the performance of the duties

PC computer, Phone, Fax machine, photocopy machine.

4. Unique working conditions

N/A

5. Other Employment Requirements

- This position is subject to a background check including, but not limited to, employment verification, education verification, reference checks and criminal record checks. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.
- This position is a "designated position" in the California State University's Conflict of Interest Code. The incumbent in this position is required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission.
- Must participate in required campus trainings including, but not limited to, Data Security and FERPA training and CSU's Gender Equity and Title IX training.

PURPOSE AND NATURE OF WORK RELATIONSHIPS:

Staff and faculty in the College of Business—to facilitate smooth working relationships—Daily

Students in the College of Business—to answer questions regarding the program, office hours, schedule appointments, etc. -
- Daily

Dean's Office—Daily

Academic Programs – Assist with class scheduling and room scheduling – As needed

Faculty Center – Request information and coordinate faculty needs – As needed

Accounting – Solicit information regarding travel, requisitions – Weekly

Enrollment Services –

Duplication Services—to ensure timely and accurate materials as needed—Daily

Materials Management – to request campus forms, paper, other items, and inquiries regarding archiving files – As needed

Computing & Telecommunications – to diagnose and promptly report computer and telephone problems--As needed

Other campus units—Public Safety, Facility Services---As needed

PHYSICAL EFFORT:

Check the appropriate box for each of the following items which most accurately describe the extent of the specific activity performed by this employee on a daily basis.

Number of hours/day
N/A 1-2 3-4 5-6 7+

	N/A	1-2	3-4	5-6	7+
1. Sitting				x	
2. Standing		x			
3. Walking	x				
4. Bending Over	x				
5. Crawling	x				
6. Climbing	x				
7. Reaching overhead	x				
8. Crouching	x				
9. Kneeling	x				
10. Balancing	x				
11. Pushing or pulling	x				

- 16. Driving cars, trucks, forklifts and other equipment
- 17. Being around scientific equipment and machinery
- 18. Walking on uneven ground

Number of hours/day
N/A 1-2 3-4 5-6 7+

	N/A	1-2	3-4	5-6	7+
12. Lifting or carrying					
A. 10 lbs or less		x			
B. 11 to 25 lbs	x				
C. 26 to 50 lbs	x				
D. 51 to 75 lbs	x				
E. 76 to 100 lbs	x				
F. Over 100 lbs	x				
13. Repetitive use of hands/arms			x		
14. Repetitive use of legs	x				
15. Eye/hand coordination			x		

Yes No

	x
	x
	x

MENTAL EFFORT

Number of hours/day
N/A 1-2 3-4 5-6 7+

	N/A	1-2	3-4	5-6	7+
1. Directing others			x		
2. Writing		x			
3. Using math/calculations	x				
4. Talking				x	
5. Working at various tempos			x		
6. Concentrating amid distractions			x		
7. Remembering names			x		
8. Remembering details			x		
9. Making decisions			x		
10. Working rapidly			x		
11. Examining/observing details			x		
12. Discriminating colors	x				

ENVIRONMENTAL FACTORS

Number of hours/day
N/A 1-2 3-4 5-6 7+

	N/A	1-2	3-4	5-6	7+
1. Inside				x	
2. Outside	x				
3. Humid	x				
4. Hazards	x				
5. High places	x				
6. Hot	x				
7. Cold	x				
8. Dry	x				
9. Wet	x				
10. Change of temp	x				
11. Dirty	x				
12. Dusty	x				
13. Odors	x				
14. Noisy	x				
15. Working w/others				x	
16. Working around others				x	
17. Working alone			x		

SIGNATURES

The last sheet for any staff position description should contain the signature sheet. Signatures will include the incumbent's signature (if applicable) or new employee; the supervisor's signature and all pertinent administrative personnel.

Employee

Print Name: _____

Signature: _____

Date: _____

Appropriate Administrator (MPP)

Print Name: _____

Signature: _____

Date: _____

Dean/Department Head/Director/AVP (optional)

Print Name: _____

Signature: _____

Date: _____